

**Spay/Neuter Program  
Public Relations Working Group meeting  
DDA Conference Room 1  
5.15.08  
1pm – 2:30 pm**

Mark Davis (present for part of meeting)  
Anne Fitzgerald  
Kathy Gallagher  
Bob Moore (present for part of meeting)  
Jane Pierantozzi  
Sue Thayer (minutes)

**Pilot Expansion**

- Press release -** Press release about pilot expansion was reviewed and edited. Anne will make changes and email to group before publishing. Kathy will make sure that all participating facilities have been communicated with prior to press release being sent.
- Application packets -** Anne suggests that packets be placed at the front desk for applicants to pick up. Make sure that all facilities participating in the pilot expansion have packets as well.
- Fund availability -** Currently, the funds are available until June 30<sup>th</sup>. However, it is important that any money being spent for the pilot expansion is encumbered as soon as possible.
- Deadlines -** Surgeries must be scheduled by June 15<sup>th</sup> and completed by June 30<sup>th</sup>. Invoices from participating facilities must be dated on or before June 30<sup>th</sup>. Bob will communicate that to the facilities.
- Purchase Orders -** Kathy and Jane will contact each facility to determine the number of procedures they estimate to be completed by June 30<sup>th</sup> and to have them fill out W9's if they have not already done so. DDA will complete purchase orders when the amounts and W9's are received. Sue emailed PDF version of blank W9 to Jane, Kathy and Bob.
- Logo –** Anne showed us some posters and the logo. Group likes the logo, but requests that the blue and gold be switched to highlight the dog and cat a bit better. Maybe a different yellow can be used as well. Anne will email the posters to Kathy and Jane.
- Brochure -** Kathy brought a brochure and showed the group. Group quickly reviewed. Brochure includes current list of approved program facilities.
- PSA -** When the press release goes out, Jane will contact Katherine Alt with Clear Channel about a free public service announcement. Jane will send Anne a sample of PSA before it is released.
- Mailings -** When the full program is launched, need to get in touch DHSS about joint mailing/ partnering on communication to potential applicants.